

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**RECEIVED
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SEP 21 2004****Applicants:** Dimitri Kanevsky, et al.**Examiner:** Donald Champagne**Serial No.:** 09/422,195**Group Art Unit:** 3622**Filed:** October 21, 1999**Docket:** YOR919990321US1(12837)**For:** SYSTEM AND METHOD FOR GROUP
ADVERTISEMENT OPTIMIZATION**Dated:** September 21, 2004**Confirmation No:** 5232Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**RESPONSE UNDER 37 C.F.R §1.111**

Sir:


Responsive to the Office Action dated April 21, 2004, Applicants respectfully request the Examiner to amend the above-identified application as follows and solicit reconsideration of the application in view of the amendment and following remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 13 of this paper.

CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

Dated: September 21, 2004
Steven Fischman

P18/REV02